



South Carolina
Department of Transportation
Office of Legal Services

189502

COPY

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Beacham O. Brooker, Jr.
Amanda T. Taylor

Date: 11/19/07

Time: 4:15

November 16, 2007

Hon. Charles L.A. Terreni, Chief Clerk
Public Service Commission of South Carolina
PO Drawer 11649
Columbia, South Carolina 29211

RECEIVED

NOV 19 2007

RE: Docket No. 2007-328-C
Petition of SCDOT for Implementation of 511 Service

PSC SC
DOCKETING DEPT.

Dear Mr. Terreni:

Pursuant to the Commission's order of October 22, 2007, I am enclosing on behalf of the petitioner 25 copies of the direct verified testimony of Tony S. Sheppard. I am also serving copies upon counsel for all interveners and other officers who have requested copies.

Very truly yours,

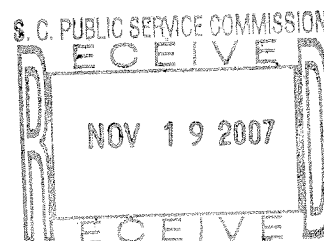
Beacham O. Brooker, Jr.

Beacham O. Brooker, Jr.

Cc: Nanette S. Edwards
Patrick W. Turner
Margaret M. Fox
Steve W. Hamm
C. Jo Anne Wessinger Hill
Stan Bugner
Dulaney L. O'Roark III
Scott Elliott

bobjr:

RETURNED 12/13/07 OK
SERVICE: OK ted



SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION
VERIFIED DIRECT TESTIMONY OF TONY S. SHEPPARD
BEFORE THE PUBLIC SERVICE COMMISSION OF SOUTH CAROLINA
DOCKET NO. 2007-328-C
NOVEMBER 16, 2007

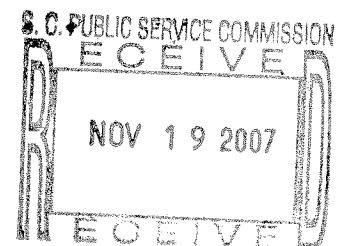
Q. PLEASE STATE YOUR NAME, YOUR POSITION WITH THE SOUTH CAROLINA DEPARTMENT OF TRANSPORTATION ("SCDOT") AND YOUR BUSINESS ADDRESS.

A. My name is Tony S. Sheppard. I am State Traffic Operations Engineer for SCDOT. My business address is SCDOT Headquarters, 955 Park St., Columbia, South Carolina 29201.

Q. PLEASE PROVIDE A BRIEF DESCRIPTION OF YOUR BACKGROUND AND EXPERIENCE.

I have been employed by the SCDOT since 1987. I received my B.S. degree in Civil Engineering in 1989 from the University of South Carolina and certification as Professional Engineer in 1994. My current position within SCDOT is State Traffic Operations Engineer.

Q. WHAT IS THE PURPOSE OF YOUR TESTIMONY?



The purpose of my testimony is to provide evidence in support of SCDOT's petition to the Commission to designate 511 as the state-wide abbreviated dialing code for travel information in South Carolina and to designate SCDOT as the lead agency for 511 in South Carolina. I will explain the SCDOT's proposals for the 511 system. Further, I will explain the Federal Communications Commission's actions in this matter and the status of 511 implementation nationwide.

Q. WHAT IS THE 511 SYSTEM?

The 511 system is an abbreviated dialing code translated to a state-wide toll-free telephone number accessible by the traveling public from landline as well as mobile telephones. The 511 system will provide callers with up-to-date traffic information on traffic incidents on the interstate system as well as construction and maintenance active work zones.

The 511 system will build upon SCDOT's existing advanced traveler information system (ATMS) including highway advisory radios, highway camera images, and variable message signs, which are located in all metropolitan areas of the state. The current system has proven to be an invaluable resource during coastal evacuations, major highway incidents, and Amber Alerts. In addition, SCDOT is currently developing an integrated software package to enhance the capabilities of the ATMS. One component of this package provides the necessary traffic condition databases to drive a 511 system. The development of the integrated software package is schedule to be complete in the fall of 2008.

Q. HAS THE FEDERAL COMMUNICATIONS COMMISSION ADDRESSED THIS ISSUE?

Yes. On July 31, 2000, the F.C.C. issued its Third Report and Order and Order on Reconsideration in CC Docket No. 92-105, In the Matter of the Petition of the United States Department of Transportation for Assignment of an Abbreviated Dialing Code (N11) to Access Intelligent Transportation System (ITS) Services Nationwide, 15 F.C.C.R. 17653, 15 FCC Rcd. 16753, 21 Communications Reg. (P&F) 725, 2000 WL 1042168. The F.C.C. found the assignment of a nationwide, easy to remember three-digit dialing code for non-emergency transportation information to be in the public interest. In its discussion, the Commission noted that intelligent transportation systems, including advanced traveler information systems, are state-of-the-art information networks that provide real-time, route-specific information on all types of surface travel, which allows commuters and travelers to make more efficient use of the nation's transportation infrastructure. These resources are under-utilized because travelers have difficulty remembering the numerous telephone numbers to access the information, particularly as they travel across jurisdictions. The F.C.C. cited the U.S. DOT's contention that widespread use of this information would reduce vehicular congestion and pollution, lower fuel consumption, provide superior traffic management. The Order stated that driver frustrations with travel conditions--called "road rage"--reflects a national tragedy involving annually six

million accidents, 42,000 deaths and 5.2 million injuries at a cost of \$200 billion. The 511 systems and the intelligent transportation system of which they are a part will allow better, safer traffic and travel management by provide the traveling public with more informed choices on how and when to travel.

The F.C.C. determined, however, that setting parameters for implementation issues may actually hinder governmental entities in deploying 511. It concluded that state public utilities commissions may continue to exercise jurisdiction over N11 codes to the extent necessary to ensure that carriers comply with transportation agencies' requests to deploy 511 expeditiously.

Q. HAVE OTHER STATES IMPLENTED 511?

A. To date 27 states including Georgia and North Carolina have implemented 511.

Q. ARE THERE OTHER PUBLIC ENTITIES IN SOUTH CAROLINA INTERESTED IN SERVING AS THE LEAD AGENCY FOR 511?

Not that I am aware of. The S.C. Highway Patrol has a *HP designation and *DUI. The 911 emergency system in South Carolina is county -based. SCDOT has the authority to regulate traffic and travel along the State Highway System pursuant to S.C. Code Ann. §57-3-110 (3) (Rev. 2006).

Q. HAVE YOU CONTACTED THE TELEPHONE CARRIERS CONCERNING IMPLEMENTATION?

Yes. A meeting was held with members of the South Carolina Telephone Association (SCTA) on July 2, 2004 to gain input and support for 511. Wireless providers in the State were contacted during June and July of 2004. SCDOT wrote the member companies of the SCTA on October 26, 2007 requesting their advice as to whether the translation could be made on their systems prior to October 2008 and what charges SCDOT could expect for programming the translation. All have responded positively regarding the translation date. Costs to effect the translation under existing tariffs or proposed appear to be in line with those charged for implementing 811 in South Carolina as well as for implementing 511 in other states.

Q. IN SUMMARY, WHAT IS SCDOT ASKING THE COMMISSION TO DO IN THIS DOCKET?

A. SCDOT requests an Order recognizing the three digit dialing code 511 exclusively for access to the Department's travel information system and designating the Department as the lead agency for 511 in South Carolina.

Q. DOES THIS CONCLUDE YOUR TESTIMONY?


A. It does.

AFFIDAVIT

STATE OF SOUTH CAROLINA
COUNTY OF RICHLAND

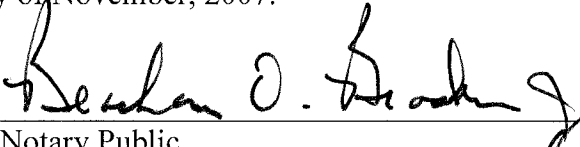
Appearing before me this 16th day of November, 2007, Tony S. Sheppard, being first duly sworn, deposes and states the following:

- 1 I, Tony S. Sheppard, am employed by the South Carolina Department of Transportation as State Traffic Operations Engineer.
- 2 I have read the foregoing Verified Direct Testimony of Tony S. Sheppard in Docket No. 2007-328-C, which is dated November 16, 2007.
- 3 The statements made in my testimony are true and correct to the best of my knowledge.



Tony S. Sheppard
Affiant

Sworn and subscribed before me this 16th day of November, 2007.



Notary Public

My commission expires March 20, 2012.

BEFORE
THE PUBLIC SERVICE COMMISSION
OF
SOUTH CAROLINA

DOCKET NO. 2007-328-C

IN RE:	Petition of the South Carolina Department of Transportation for Implementation of 511 Service <u>For Travel Information</u>))))	Certificate of Service
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This is to certify that I, Beacham O. Brooker, Jr., have this date served one (1) copy of the attached VERIFIED DIRECT TESTIMONY OF TONY S. SHEPPARD in the above-referenced matter to the persons named below by causing said copies to be deposited with the United States Postal Service, first class postage prepaid and affixed thereto, and addressed as shown below.

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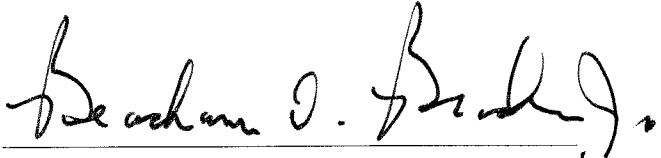
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_____,

November 16, 2007